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[Signature]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: ADDANTE, Frank  
Appl'n No.: 09/757,389  
Filing Date: 08 January 2001  
For: METHOD AND APPARATUS FOR  
SELECTING AND DELIVERING  
INTERNET BASED ADVERTISING

Group Art Unit: 3622  
Examiner: MYHRE, James W.

**MS Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office action mailed on June 10, 2004 ("Office action"), the period for response having been extended by one month to October 12, 2004 (October 10<sup>th</sup> falling on a Sunday and October 11<sup>th</sup> falling on a Federal holiday) by payment of the requisite extension fee under 37 C.F.R. § 1.136(a), Applicant respectfully requests reconsideration of the application in light of the following remarks:

10/14/2004 BSAYAS11 00000111 110600 09757389  
01 FC:1251 110.00 DA